

Press Release | Powertage 2024 | Zurich, 3 June 2024

Powertage 2024: Kicking off on 4 June 2024 with exciting insights into the future of energy

From Tuesday, 4 June 2024, the Powertage will bring together the biggest players in the Swiss electricity and energy industry at Messe Zürich and celebrate its 20th anniversary. The event will feature around 150 exhibitors and provide a platform for dialogue to be held on current challenges and innovations. One of the highlights is the Expert Forum with keynote speeches, panel discussions and showcase projects. The main theme of the event: Transformation to a sustainable energy system.

Every two years, the Powertage unites experts, decision-makers, specialists and innovative companies from the Swiss electricity and energy industry. Together with the Association of Swiss Electricity Companies (VSE), Electrosuisse, the Swiss Federal Office of Energy (SFOE) and swissmig, the Powertage set the stage for dialogue on current and complex issues, as well as an exchange of knowledge.

Focusing on Crucial Industry Topics

The tenth edition of the meeting place for the Swiss electricity industry will be held at Messe Zürich from 4 to 6 June 2024 – in the same exact week that the new Electricity Act, which is intended to set the course for a successful transformation of the energy system, will be voted on in Switzerland. Under the guiding theme of “Transformation to a sustainable energy system”, three specialist forums and the exhibition will highlight and address key topics: renewable electricity supply, security of supply in Switzerland, digitisation and artificial intelligence, as well as the change in required skills – all cross-cutting issues for the economy and society.

Highlights in the Expert Forum of the Powertage

The Powertage Expert Forum, organised under the patronage of the VSE, will start on 4 June 2024 with a focus on the political course and framework conditions of the energy transformation. Konrad Zöschg, Head of Technology at Swissgrid, will kick off the Forum with his keynote speech “Innovation & Digitisation in the Transmission Grid”, in which he will present concrete examples of innovative and digitalised further development of the grid.

Thereafter, SFOE Director Benoît Revaz, Secretary General of the EnDK Jan Flückiger, VSE Director Michael Frank and Konrad Zöschg will discuss the necessary course for the progression of the energy transformation.

The second day, under the patronage of Electrosuisse, will focus on core technological elements. Rudolf Meier, President of CIGRE CH, Managing Director of EnerTrans and Head of the EVT Division at Bouygues Energies & Services, will provide an overview of CIGRE.org and showcase practical examples of how the knowledge management platform can be used efficiently to create and share expertise on energy systems. This will be followed by presentations on notable trends such as artificial intelligence, cyber security, electromobility integration and power electronics in electrical supply.

The last and final day, Thursday, 6 June 2024, is dedicated to transformation and collaboration. In his keynote speech “The Power of Imagineering – A Guide to Shaping the Future”, renowned transformation researcher Jörg Metelmann emphasises that real change requires not only knowledge and skills, but also social participation. Mr Metelmann will be followed by Franziska Barmettler (Zurich Cantonal Councillor and Head of Sustainability at IKEA Switzerland), Alexander Keberle (member of the Executive Board and responsible for the energy dossier at economiesuisse) and Alena Weibel (Head of Corporate Communications at Axpo), who will take their seats on the podium and discuss the challenges of the energy transition, the lessons learnt in recent years and future routes.

Leading Providers All Under One Roof

Around 150 leading industry providers from various areas of the electrical sector will be presenting their products, technologies and services at the Powertage exhibition. Energy startups will also provide fresh inspiration by presenting their innovations in the xplor Startup Village. The classic exhibition will be complemented by the Speakers Corner, where startups will compete in the afternoon with their innovation pitches, and established companies will present their solutions and products.

The comprehensive Powertage 2024 program can be found at <https://www.powertage.ch/en/program>, under “Program”. Tickets to visit the Powertage event can be purchased at <https://www.powertage.ch/en/tickets>

Powertage 2024 – The meeting place for the Swiss electricity industry

Dates, Opening Times

4 – 6 June 2024, Tuesday to Thursday, 9:00 a.m. – 5:00 p.m.

For more information, please visit: www.powertage.ch

Event Organiser

MCH Messe Schweiz (Basel) AG, Powertage, CH-4005 Basel

MCH Group

The MCH Group has its headquarters in Basel and is an internationally operating experience marketing company with a comprehensive service network and an international range of experience marketing solutions. The Exhibitions & Events division organises some 170 guest events every year as well as 25 of its own events and trade fairs in Switzerland, including leading domestic platforms such as Swissbau, Igeho, and Giardina. With Messe Basel, the Congress Centre Basel, and Messe Zürich, MCH also operates Switzerland's largest multifunctional event infrastructures in terms of surface area. The company employs over 800 permanent staff, roughly half of whom are based in Switzerland and the USA. For more information, please visit: www.mch-group.com

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